



Guest Relations Course

Qlion

Cultural awareness



Course description

BRAINSTORMING:

- **WHAT IS CULTURAL AWARENESS ?**
- **WHY DO WE NEED TO BE AWARE OF CULTURAL DIFFERENCES?**

ROLE PLAY

SIX ELEMENTS OF DIVERSITY

CULTURAL DIFFERENCES

CONTRIBUTIONS IN HOSPITALITY

EFFECTIVE IMPLEMENTATION



Brainstorming

What is “Cultural awareness” ?



Definition

The understanding of the differences between ourselves and the people from other cultures, countries or backgrounds.





Why do we need to be aware
of cultural differences ?

In a multicultural world

- Everyone must feel welcome, safe and respected.
- The service needs to be personalized to each individual group of travelers.
- The hotels need to apply the cultural awareness standards, for expanding their customer reach.



Hospitality industry



Applies inclusive communication and offers inclusive facilities, to make each guest feel unique and understood.

Six elements of diversity

- **Race**
- **Gender**
- **Religious beliefs**
- **Sexual orientation**
- **Disabilities**
- **Age**

How do they impact the service we provide ?



Cultural differences

- **SYMBOLS : NUMBERS, FLAGS, COLOURS**
- **HEROES : REAL OR IMAGINARY, ALIVE OR NOT ANYMORE**
- **RITUALS : EVENTS (DAY, MONTH, YEAR), PRAYERS**
- **VALUES : THE CORE OF THE CULTURE**
- **WAYS OF COMMUNICATION / BEHAVIOR**



Switzerland

- It is common to have dinner early.

Middle-East

- A man has to stand up when a woman enters the room.
- Guests are offered snacks, tea or coffee, which represent the respect for them.
- The service should only be done with the right hand.
- Food sharing is often preferred.
- Never attempt to shake hands with a woman unless she reaches out to you.
- Never look at the watch during a conversation.



Asian countries

- Family is very important. Therefore, multiple generations may live under the same roof and may travel together.

Korea

- It is very impolite to address them by his or her given name.
- Avoid using red ink to write their names.
- The left hand should support the right forearm when shaking hands.
- Always bow to individuals when departing.

Japan

- Bowing to 45° is used to show respect.
- Shoes should be taken off before entering guest's room.
- Rooms with two twin beds are preferred.
- Wearing slippers when using the restroom.



How does Hospitality contribute ?

Catering to food requirements
Accommodating beliefs and rituals
Accommodating personnel
Creating an inclusive business

How can we ensure it ?

*Through
the Hiring
Process*

Effective implementation

- **ACCEPT THE RELATIVITY OF ONE'S OWN KNOWLEDGE AND PERCEPTIONS.**
- **BE NON-JUDGEMENTAL.**
- **TOLERANCE FOR AMBIGUITY.**
- **APPRECIATE AND COMMUNICATE RESPECT FOR OTHER PEOPLE'S WAYS, BACKGROUNDS, VALUES AND BELIEFS.**
- **DEMONSTRATE EMPATHY.**
- **BE FLEXIBLE.**
- **BE CURIOUS ABOUT OTHER CULTURE'S CUSTOMS AND ETIQUETTE.**
- **INFORM YOURSELF ABOUT THEIR PREFERENCES.**

**WHAT DELIGHTS CUSTOMERS FROM ONE CULTURE
MIGHT NOT DELIGHT OTHERS FROM A DIFFERENT
CULTURE; THUS, IT IS IMPORTANT TO BE MINDFUL
OF THE NEEDS OF VARIOUS GUEST GROUPS
DELIVERING SERVICES AND AMENITIES
ACCORDING TO THEIR PREFERENCES.**

Torres et al. 2014, p. 260





Thank you

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